

What is claimed is:

1. A method for a cell phone service provider to communicate to a cell phone user, said user located in a particular local geographical area, an alert message that effects that particular local geographical area, said method comprising the steps of:
 - 5 determining the user is located in said geographical area;
 - receiving said alert message from a reporting agency, said message containing information as to locations effected;
 - 10 determining cellular phone cells that are serviced by the cell phone service provider and that are in the effected locations; and,
 - providing to the user at least one communication advising him of the alert message.
- 15 2. The method of claim 1 wherein the reporting agency is selected from the group consisting of National Weather Service, National Oceanographic and Atmospheric Administration, Amber Alert Systems, State Police, and local police.
3. The method of claim 1 wherein said communication is selected from the group 20 consisting of displaying information, triggering an audio alert, and supplying a voice message.
4. The method of claim 1 further comprising the step of:
 - 25 permitting the user to limit said providing step based upon subject content of the message.
5. The method of claim 1 further comprising the step of :
 - permitting the user to limit the frequency at which said communications are provided to him.

6. The method of claim 1 further comprising the step of :
limiting said providing step to only those users who are members of a certain
class of recipients intended to receive said alert message.
- 5 7. The method of claim 1 further comprising the steps of:
defining the location of a destination contained in the message; and,
communicating to the user directions from his present location to said destination.
8. A system for communicating from a cell phone service provider to a cell phone
10 user, said user located in a particular local geographical area, an alert message that effects
that particular local geographical area, said system comprising:
a first determining means for determining the user is located in said geographical
area;
means for receiving said alert message from a reporting agency, said message
15 containing information as to locations effected;
a second determining means for determining cellular phone cells that are serviced
by the cell phone service provider and that are in the effected locations; and,
means for providing to the user at least one communication advising him of the
alert message.
- 20 9. The system of claim 8 wherein the reporting agency is selected from the group
consisting of National Weather Service, National Oceanographic and Atmospheric
Administration, Amber Alert Systems, State Police, and local police.
- 25 10. The system of claim 8 wherein said communication is selected from the group
consisting of displaying information, triggering an audio alert, and supplying a voice
message.
11. The system of claim 8 further comprising:
30 means for permitting the user to limit said providing means based upon subject
content of the message.

12. The system of claim 8 further comprising:
means for permitting the user to limit the frequency at which said
communications are provided to him.

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13. The system of claim 8 further comprising:
means for limiting said providing means such that said at least one
communication is provided to the user only if he is a member of a certain class of
recipients intended to receive said alert message.

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14. The system of claim 8 further comprising:
means for defining the location of a destination contained in the message; and,
means for communicating to the user directions from his present location to said
destination.

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